

## ORDER



**Orders**  
**Order / Rev:** 37051  
**Alt Order #:** 08854428  
**Product Desc:** AFF-SENATE  
**Estimate:** 553  
**Flight Dates:** 08/29/12 - 09/04/12  
**Original Date / Rev:** 08/21/12 / 09/05/12  
**Order Type:** GENERAL

KLAS

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Future Fund  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 06/03/10  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	7	\$36,600.00	\$31,110.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	7	\$36,600.00	\$31,110.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$36,600.00</b>	<b>\$31,110.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	21%	\$36,600.00
Market	100%	\$174,285.71

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	26%	\$45,314.29
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	28%	\$48,800.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/29/12	08/29/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/27/12	09/02/12	--W----	1		\$15,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	08/27/12-09/02/12		Wed 10-11p	10-11p		--W-----	:30	\$15,000.00	0.00	NM				

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Product Desc:	<u>AFF-SENATE</u>	KLAS
Estimate:	<u>553</u>	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	08/29/12	08/29/12	Wed 10-11p CSI	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----				1	\$15,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
See MG 1.2,1.3,1.4,1.5															
[not airing due to coverage of convention (DA)]															
2	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00 PM) l---Th-----	:30	\$5,000.00	0.00	NM				
(M) MG for 2.1,1.1															
3	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00 PM) l---Th-----	:30	\$5,000.00	0.00	NM				
(M) MG for 2.1,1.1															
4	8	08/30/12-08/30/12	SD Charger Football			Thurs 7-10p	(8:00 PM-11:00 PM) l---Th-----	:30	\$5,000.00	0.00	NM				
(M) MG for 2.1,1.1															
5	8	09/03/12-09/03/12	Mon 10-11p			10-11p	M-----	:30	\$10,000.00	0.00	NM				
(M) MG for 2.1,1.1															
E 2	8	08/30/12	08/30/12	Thu 10-11p Big Brother	CM	10-11p	---T---	:30	1	\$10,000.00	LV1	0.00	NM	0	\$0.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	---T---				1	\$10,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	08/27/12-09/02/12	Thu 10-11p			10-11p	---Th-----	:30	<del>\$10,000.00</del>	0.00	NM				
See MG 1.2,1.3,1.4,1.5															
[not airing due to coverage of convention (DA)]															
E 3	8	09/01/12	09/01/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-				1	\$600.00		0.00				
E 4	8	09/02/12	09/02/12	CBS News Sunday Morn CBS News Sunday Morning	CM	CBS Sunday Morn	-----S	:30	1	\$3,500.00	LV1	0.00	NM	1	\$3,500.00
SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S				1	\$3,500.00		0.00				
E 5	8	09/02/12	09/02/12	Sun 9-10p The Good Wife	CM	9-10p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
THE GOOD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S				1	\$7,500.00		0.00				
E 6	8	09/04/12	09/04/12	Tue 10-11p The Mentalist	CM	10-11p	-T-----	:30	1	\$8,500.00	LV1	0.00	NM	0	\$0.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-T-----				1	\$8,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	8	09/03/12-09/09/12	Tue 10-11p			10-11p	-T-----	:30	<del>\$8,500.00</del>	0.00	NM				
Credited															
Pgmng PE'd due to Democratic Nat'l Convention															
Totals													7	\$36,600.00	